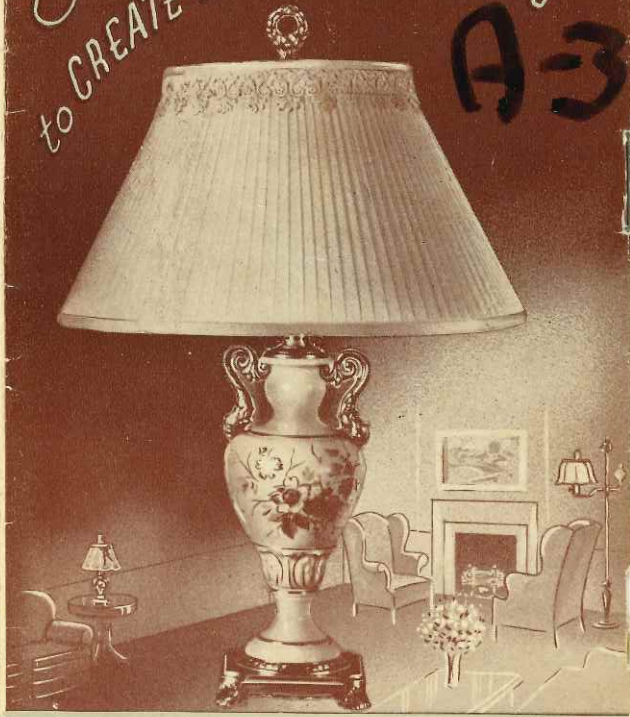
Artistic Lamps

to CREATE CHARMING EFFECTS

A-3



ARTISTIC LAMP MFG. Co., Inc.

395 FOURTH AVENUE

NEW YORK, N. Y.

CHICAGO: Merchandise Mart

DESIGN

APR 15 1941

Design Division

No. 259

How to select the right lamps for your home!

Judge the lamps you buy by the following features—judge for yourself the propriety of each, let your choice be guided only by these essential, important factors that distinguish your lamps, your home and your own good taste.

STYLE is the first consideration in the selection of all home furnishings — particularly *lamps* because, when properly chosen, they are lovely necessities as well as decorative accessories. Our designers, in conjunction with prominent interior decorators, stylists and home furnishings specialists, have styled these lamps to effectively enhance your decorative scheme.

PERIOD DESIGN is next in importance. Lamps should accentuate the beauty of the period of your furniture and furnishings. The beautiful lamps shown here have been specifically designed for this purpose; yet because of their distinctive beauty may be used equally well in homes where no definite period prevails.

SIZE is important when selecting lamps too. A small lamp on a large table looks just as inappropriate as a large lamp on a small table. For your guidance, we give in this booklet, the height of every lamp and we tell you on what type of table they are most appropriate.

EFFICIENCY AND EFFECT are the vital factors that can best be judged by the integrity of the maker. Artistic, nationally known as a manufacturer of fine lamps for "Better Light for Better Sight," has properly engineered these lamps so that every one is scientifically correct for utmost efficiency and cleverly designed to provide decorative effect.

EYESIGHT CONSERVATION is necessary for the sake of good health and for the *full comforts of home*. Artistic Lamps have special light diffusers that soften the light rays and eliminate harsh shadows and glare.

QUALITY and LASTING SATISFACTION is hidden in the construction of every Artistic Lamp. The enviable reputation that Artistic enjoys in the industry is your assurance that lamps you buy with the Artistic name engraved on the base, are made by skilled craftsmen, of the finest materials; lamps that will provide efficient, effective, good illumination and enhance your decorative distinctiveness.

VALUE means price consistent with quality, and Artistic is best able to give you the greatest value because Artistic has the greatest resources. Even in the lowest price range, our high quality standards have not been sacrificed.

Artistic Lamps are nationally known—nationally advertised and universally acclaimed.

All Lamps here have scientific glass diffusers under the shades.

In foreground is **table lamp GW 322-7 Tri-Lite**: Ivory Regentware China vase with gold stripes and colorful decoration. Exquisite decorated Ivory Glass Globe above perforated gallery Burner with key that controls Tri Life bulb. Height overall 24".

7-317 Tri-Lite: 18th Century. Colorful decoration fused on Ivory Regentware China vase embellished with filigree gold arms and base. Gallery burner supports diffusing globe and glass chimney. Stretched Eggshell multicrepe shade with openwork embroidered top through which can be seen the scarlet ribbon. Height 27"

8-334

8-334 Tri-Lite: 18th Century loveliness combined with Tri-Lite efficiency. Colorful floral decoration fused on Ivory Regentware China vase enriched with filigree gold arms and base. Pleated Eggshell multicrepe shade with lace collar. Height 24".

All Lamps here take the Tri-Lite Bulb that permits three intensities of illumination.

7-304

7-304 Tri-Lite: Georgian Chippendale Ivory Regentware China vase with golden chrysanthemum and leaf motif. Base of Etruscan Gold. Tailored shade of Eggshell multicrepe with embroidered champagne banding and 5" triple ply fringe. Height 21".

LAMPS for the OCCASIONAL TABLE

These lamps bring to the home of today the charm of traditional design plus the effectiveness and efficiency of good, glareless illumination. Regentware China resembles the handiwork of Old World potters and therefore contributes the distinctive beauty of fine porcelain to your decorative accessories.

7-320 Tri-Lite: Reproduces the beauty and charm of an antique oil-lamp. 18th Century Black and Gold Regentware China vase with decorative Floral motif. Etruscan Gold mountings and gallery burner that supports shade and chimney. Height 26".

7-165 Tri-Lite: Particularly distinctive and lovely 18th century English Lamp with interesting and colorful scene fused on white Regentware China vase. Unusually decorative base and mountings of Etruscan Gold. Shapely scalloped Shantung shade with velvet trim. Height 23".

TRI-LITE

7-306 Tri-Lite: Regency design, Regentware China vase in Ivory, French Blue, Fawn or Burgundy with Ivory base. Mountings of Etruscan Gold. Tailored Eggshell multicrepe shade with fine lace at top. Height 23".

MERCHANDISE AS ADVERTISED IN HOUSE & GARDEN 1950 OF MERIT

7-174 Tri-Lite: Rich burgundy and gold floral motif fused on White Regentware China vase . . . ideal for homes in the 18th Century English or French manner. Etruscan Gold base. Antique Eggshell Satin shade with velvet trim. Height 24".

8-335 Tri-Lite: Exceptionally beautiful Regency design with lovely floral decoration and encrusted gold on Ivory Regentware China vase. Base of Etruscan Gold. Smartly tailored Eggshell multicrepe shade. Height 23".

1318: (Below) Lovely girandole for mantle, buffet, dressing or night table. Carrare Marble accentuates the beauty of the Etruscan Gold metal parts. Frosted, cut glass globe with crimped chimney top enhanced by crystal prisms. Height 17".

177-7 Tri-Lite: 18th Century Sevre decoration on all white Regentware China vase or white vase in combination with Green, Burgundy or Royal Blue. Filigree arms and base of Etruscan Gold. Eggshell or Gold multicrepe shade trimmed to match base. Hgt. 18".

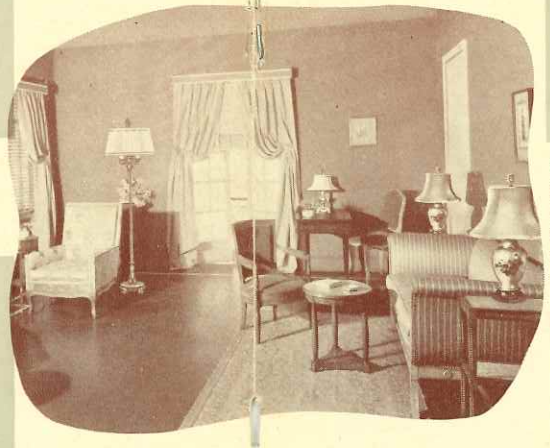
1297-7 Tri-Lite: 18th Century, Georgian Chippendale and lovely everywhere. Finished in Butler Silver or Iridescent Pearl and Gold. Smart Eggshell Shantung shade with braid trim. Height 23½".

7-1301 Tri-Lite: Colonial in concept yet appropriate with English type furnishings. Handsomely finished in Colonial Brass with imported crystal prisms. Tailored Champagne Satin shade, Height 26½".

An I. E. S. Approved "Better Light—Better Sight" Regency design.

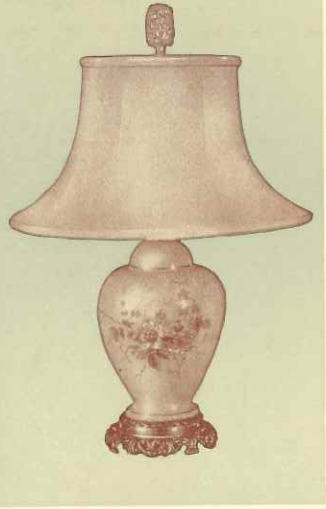
ARTISTIC LAMPS
for the
END TABLE, COMMODE CONSOLE and NIGHT TABLE

All Tri-Lite Lamps use the new TriLite bulb which permits three stages of lighting—the right amount of light for every occasion. And, all Tri-Lite Lamps have a scientific glass diffusing globe hidden under the shade. This globe prevents glare and assures comfortable, effective illumination.



B 38 Tri-Lite: I. E. S. Regency Lamp with mountings of Gold and urn in Pearl, Burgundy or Green. Insert on base matches the urn. Shade of Eggshell multicrepe. Height 19".

197-7 Tri-Lite: Sevre decorated Regentware China vase in the 18th Century manner. Arms and base of Etruscan Gold. Eggshell multicrepe shade, gold braid trim. Hgt. 19".



328-7 Tri-Lite: Exquisite Chippendale design. Colorful flowers fused on Ivory Regentware China vase. Base of Etruscan Gold. Shade of Eggshell multicrepe with self binding, gold piped. Height 18".

May be used in either living room or boudoir.

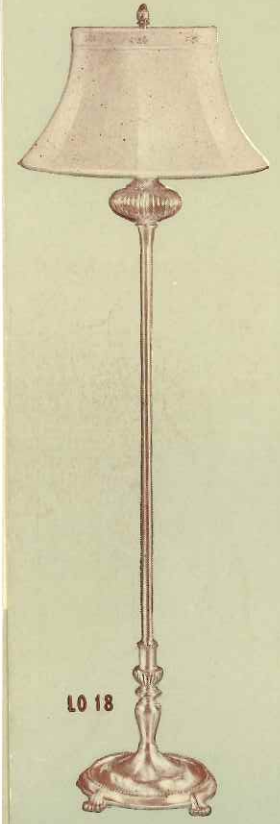
7-336 Tri-Lite: The glass chimney, decorated Regentware China font, striped taffeta skirt shade and the rich Polished Brass finish all serve to enhance this 18th Century masterpiece. Height 24".

For the fireplace in your bedroom or on your dresser.

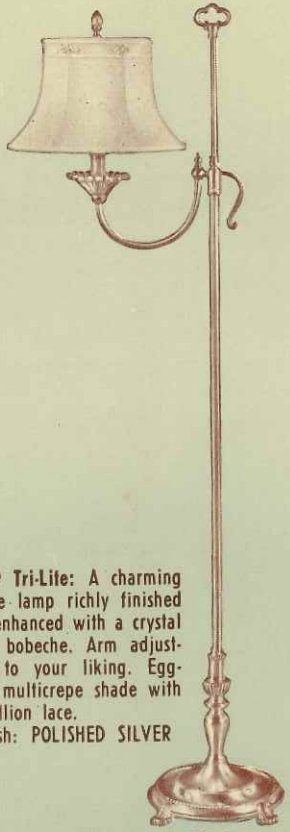
1308: (Below) Stately vanity lamp with cut crystal glass stem, base and prisms, mounted on open work Etruscan Gold stand. Shade of Eggshell pure dye silk Satin.

1309-7 Tri-Lite: (left) Charming boudoir lamp with hand cut crystal glass stem and base enriched with polished prisms. Eggshell pure dye silk Satin shade. Height 17".

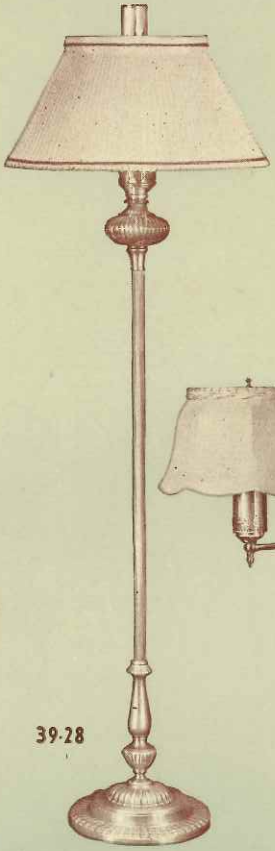
All Artistic Tri-Lite Lamps are built for "Better Light-Better Sight". Under the silk shades of the floor lamps on these pages there is a scientific glass diffusing globe that softens the light rays. And, these lamps all take the Tri-Lite bulb that permits three intensities of light.



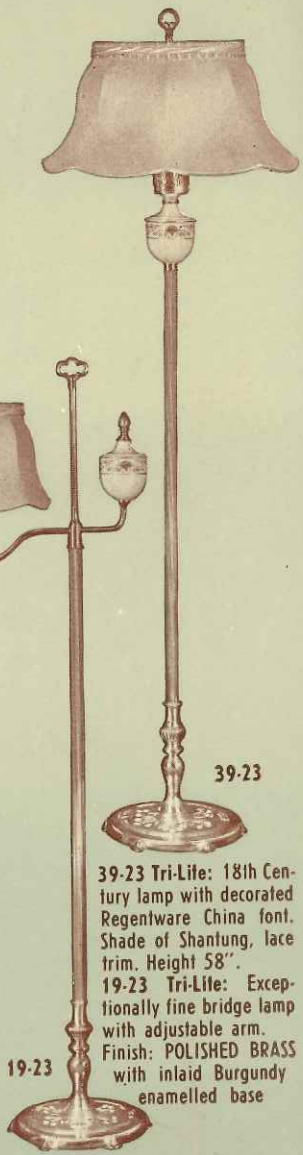
LO 18 Tri-Lite: Extremely effective 18th Century English or Colonial design accentuated by the decorative crystal glass font. Height 52". Shade of Eggshell Multicrepe with medallion lace trim.
Finish: POLISHED SILVER



LO 19 Tri-Lite: A charming bridge lamp richly finished and enhanced with a crystal glass bobeche. Arm adjustable to your liking. Eggshell multicrepe shade with medallion lace.
Finish: POLISHED SILVER

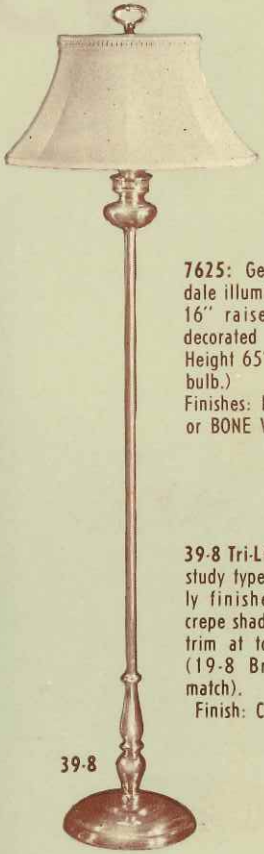


39-28 Tri-Lite: Particularly beautiful 18th Century design equally appropriate with Colonial furnishings. Handsome finish enriched with Ruby crystal font. Openwork burner supports pleated Champagne multicrepe shade, fluted trim, and chimney. Height 58"
Finish: SHEFFIELD BRASS



39-23 Tri-Lite: 18th Century lamp with decorated Regentware China font. Shade of Shantung, lace trim. Height 58".
19-23 Tri-Lite: Exceptionally fine bridge lamp with adjustable arm.
Finish: POLISHED BRASS with inlaid Burgundy enamelled base

Artistic Lamps are styled to accentuate the charm of the period furnishings with which they are to be used and the "Better Light for Better Sight" that these lamps provide endows an entire room with gracious beauty and effective illumination. Bridge lamps, of course, are most appropriate alongside an easy chair or sofa that is used for reading. However, lamps like 39-28 and 39-8 are equally appropriate.



39-8

7625: Georgian Chippendale illuminator lamp with 16" raised Lalique-like decorated glass reflector. Height 65". (takes Tri-Lite bulb.)
Finishes: FLEMISH BRONZE or BONE WHITE and GOLD

39-8 Tri-Lite: 18th Century study type floor lamp richly finished. Gold multicrepe shade with gilt braid trim at top. Height 58". (19-8 Bridge Lamp to match).
Finish: COLONIAL BRASS

7625

TRI-LITE

27-94

28-32 Tri-Lite: Smart in the rich simplicity of its 18th Century design. Finished in Sheffield Brass, with pleated shade of Champagne silk, trimmed with braid at top. (18-32 Bridge lamp to match.)
Finish: SHEFFIELD BRASS

27-94 Tri-Lite: Beautiful 18th Century design embellished with San Luis Brazilian Onyx insert on base. **Pleated shade of Gold multicrepe with embroidered cut-out collar.**
Finish: ETRUSCAN GOLD

28-32

Fluorescent

DESK LAMPS

For practical daylight, efficient illumination, easy seeing and seeing colors as they really are, this new Artistic Fluorescent Lamp is ideal. For home or office, store or workroom the style and efficiency of this lamp is equally appropriate.

AC 57: Finished in Flemish Bronze. Scientific reflector specially finished to provide maximum illumination. Height 15". For A.C. Operation only.
DC 58: Same as A C 57 but for D.C. operation.

PRINTED IN U. S. A.